THE ROLE OF EVALUATION IN ELECTION ADMINISTRATION

Bridgett A. King, PhD

Auburn University

United States Election Assistance Commission

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WHAT IS EVALUATION?

Effective evaluation is not an "event" that occurs at the end of a project, but is an ongoing process which helps decision makers better understand the project; how it is impacting participants, partner agencies and the community; and how it is being influenced/impacted by both internal and external factors.

W.K. Kellogg Foundation Evaluation Handbook, p. 3

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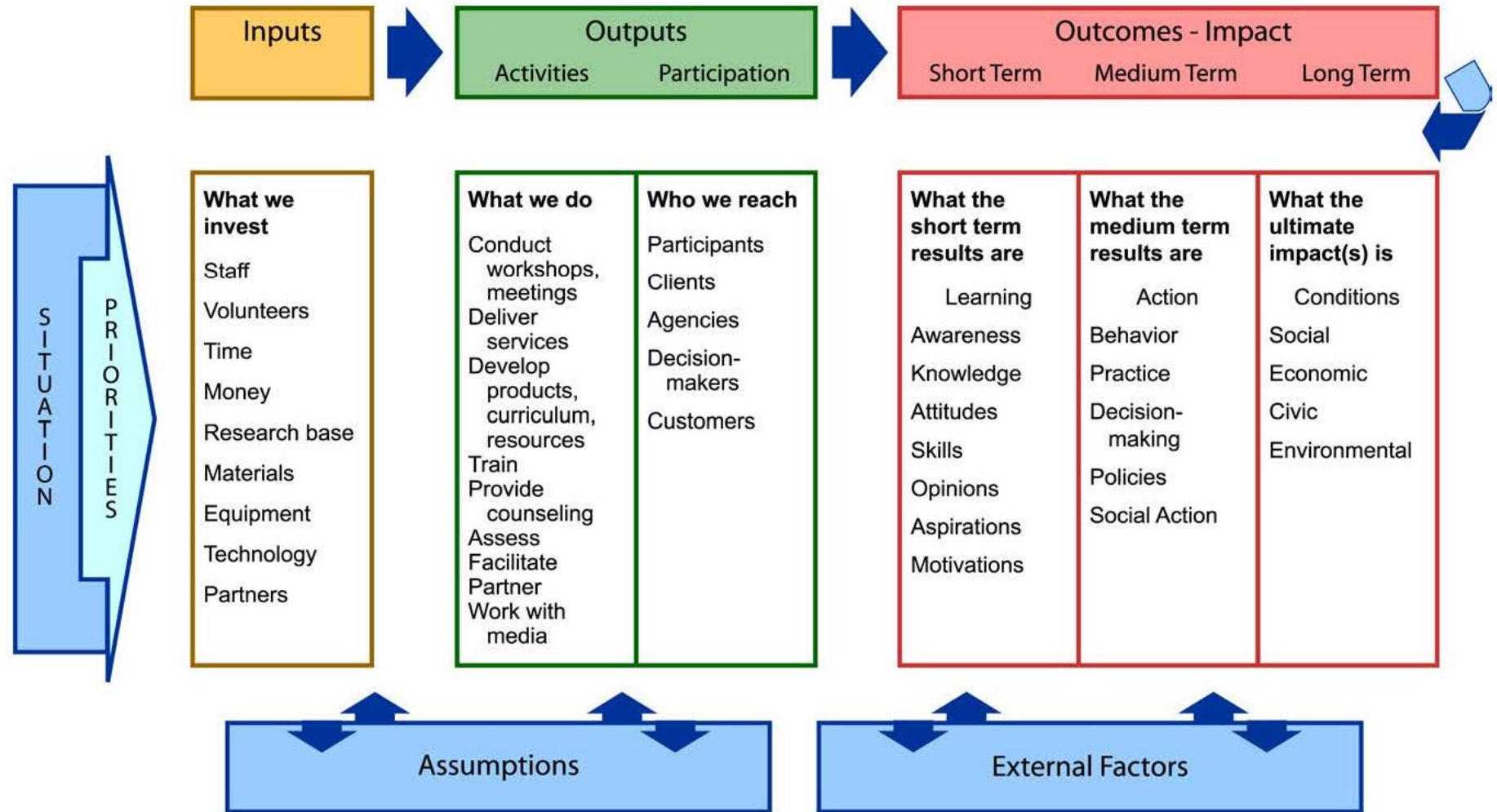*Graduate Program in Election Administration*
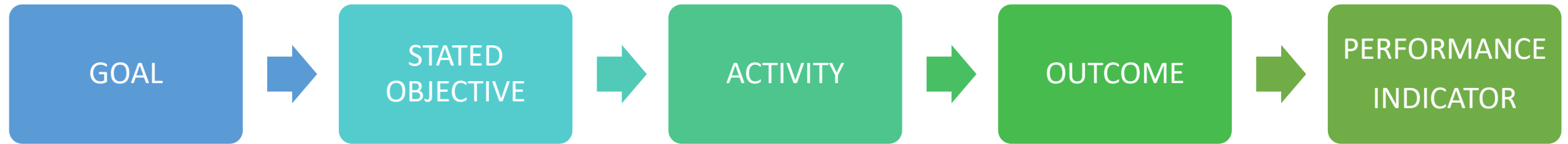
WHY PARTICIPATE IN EVALUATION?

- Establish model programs & best practices
- Good management
- Quality & performance improvement
- Program impact & effectiveness
- Improve implementation
- Manage resources

- Document accomplishments
- Justify funding
- Support increased funding
- Satisfy ethical responsibility
  - (Short, Hennessy & Campbell, 1996)
- Document activities
- Contribute to body of knowledge

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LOGIC MODEL

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EVALUATION FLOWCHART

Source: Sharon Schnelle, PhD

TYPES OF EVALUATION

- ## Formative/Planning Evaluation

  - Examines the developmental issues prior to setup

- ## Process/Implementation Evaluation

  - Determines whether program activities have been implemented as intended

- ## Outcome/Effectiveness Evaluation

  - Measures program effects by assessing the progress in the outcomes or outcome objectives that the program is to achieve

- ## Impact Evaluation

  - Assesses program effectiveness in achieving its ultimate goals

TYPES OF EVALUATION

Formative/Planning Evaluation

- When to use
  - Development, modification, new setting, or new population

- What it shows
  - Need, understanding, & acceptability

- Why it's useful
  - Modifications & success maximization

TYPES OF EVALUATION

Process/Implementation Evaluation

- When to use
  - At the beginning and throughout implementation

- What it shows
  - Implemented as designed, accessibility, & acceptability

- Why it's useful
  - Early warnings & monitoring

TYPES OF EVALUATION

Outcome/Effectiveness Evaluation

- When to use
  - Once contact has been made with population

- What it shows
  - Effectiveness

- Why it's useful
  - Progress toward meeting objectives

TYPES OF EVALUATION

Impact Evaluation

- When to use
  - During & at the end of a program

- What it shows
  - The degree to which the program is meeting it's goal

- Why it's useful
  - Policy making decisions

WHICH APPROACH IS "RIGHT?"

- Utility
  - Who needs the information?

- Feasibility
  - What resources are available?

- Propriety
  - Who need to be involved?

- Accuracy
  - What design will produce accurate information?

THANK YOU

CONTACT

Bridgett A. King, PhD

bak0020@auburn.edu

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